

PLOS Labs Overview

CC Global Summit

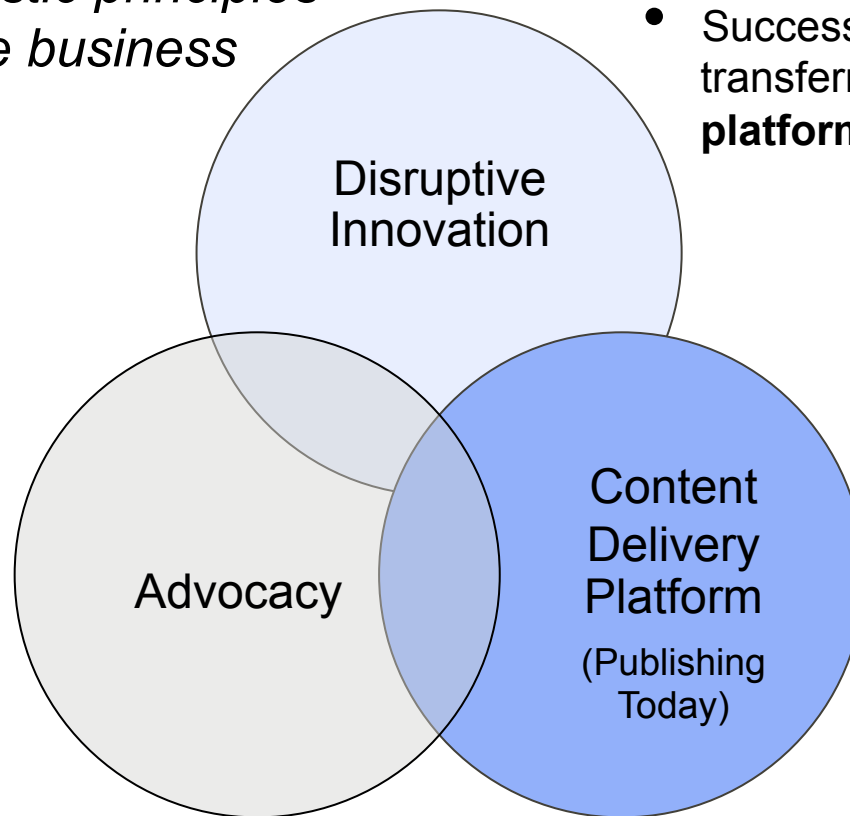
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Jonathan Dugan - [jdugan/at/plos.org](mailto:jdugan@plos.org)

PLOS

an innovative organization that balances its altruistic principles with a sustainable business model

- Leverage relationships to change **policy and practices**
- Strengthen new and existing **OA community**



- New products and concepts that “**break things**” = **disruptive innovation**
- Successful projects transferred to **delivery platform**

- **Continuous** improvement of existing products = **incremental innovation**
- Means to the end – **sustainability engine, test bed and adoption** for disruptive innovation

Launching PLOS Labs

- PLOS Labs:
 - investigation of high impact, innovative ideas and projects
 - basic product prototyping (mocks or software)
 - demonstrations and testing of prototypes
 - data collection and recommendations for implementation
- Candidates for investigation may include ideas, programs, products, or partnerships, and must:
 - have potential for a tangible, practical outcome
 - be orthogonal to ongoing priorities of day to day operations
 - not be a way for management to move existing projects forward

Staffed With Existing Staff, When Possible

- Strategy for creating a **culture of innovation** at PLOS:
 - *Labs activities enable existing staff to propose and contribute to inventive products and processes*
- Labs activities will **act in parallel** with mainstream PLOS operations, but creating an innovation culture means involving existing staff members as much as possible
- Labs projects staffed with the **temporary assignment** of existing employees. Projects that cannot be fully staffed using existing employees will be supplemented by contractors and with some core staff members.

Call for participation / “Test corpus”

- Recent **blog post** announcement and call for participation
- Invitation to the research community to **volunteer** (opt-in) to experiments for new products and services
- Useful across all of PLOS, Product teams, Labs, anywhere we want closer **connection to customers**, prospective feedback

Product investigation

- Framed as **experiments**
 - Experiments in “product space”
 - Designed for data collection
 - Testing specific questions
- **Hands-on testing** by customers and constituents
 - Assessing the use by researchers of new products and services
- **Rapid iteration** (days) on prototypes
- Supporting **conclusions** for
 - “Productization” – scale and integration
 - Rollout and launch plans
 - Marketing plans

Oversight Committee

- Mike Eisen
- Mike Carroll
- David Liddle
- CEO Elizabeth Marincola
- Bruce Fingles
- Kristen Ratan
- Jonathan Dugan

Labs First Project

- **Structured Peer Evaluations**
 - Scientists read papers, then don't collect their opinion
 - Create a simple way to collect structured feedback, 2m
- Building a very simple **survey instrument**, and a tool to test how it works, iterate with many researchers
- **Protocols** as well as the tools
 - How will this really work? ... many open questions

Hypothesis

- We can collect data from research peers covering two types of information:
 1. Simple assertions similar to peer review about scientific validity and presentation/clarity of the work
 2. Information currently contained in the system researchers use to select journal title, including the importance of the work, and the expected audience
 - *test whether structured assessment could become an alternative to the existing system of researchers selecting journals by title*

Experimental plan

- Research alternatives, create a short evaluation tool
- Build a simple software prototype to collect paper evaluations
- Ask volunteers to use the tool
 - primarily online
 - possibly here in PLOS offices
- Contact people and discuss their reactions
 - alter, re-test, iterate

Team for Structured Peer Evaluations

- Krista Hoff (editorial)
- Souri Somphanith (editorial)
- Emma Dupin (production)
- Chris Hall (UK, editorial)
- Sebastian Toomey (user experience)
- Richard Basset (graphic design)
- Bill O'Connor (software architecture)
- Chad Seeger (software developer) (consultant)
- Liz Dittrich (project management)

Thank you